The Donald W. Reynolds Center for Enterprise Development, an integral part of the business complex—which also includes the Business Building, J. B. Hunt Center for Academic Excellence, and Willard J. Walker Hall—on the University of Arkansas campus, was dedicated in February 1999. This 41,000-square-foot, technology-infused building was funded with a grant from the Donald W. Reynolds Foundation. The Center is devoted to the Sam M. Walton College of Business' commitment to serving Arkansas and the world.

Each year, Reynolds Center programs serve students, members of the university community, and state and regional constituents. Outreach programs housed in the Center include: the Center for Management and Executive Education (Executive Education), which manages and operates the Reynolds Center and Willard J. Walker Hall; Bessie B. Moore Center for Economic Education; and Arkansas Small Business and Technology Development Center.

All meeting rooms are equipped for multimedia presentations. An LCD data projector, ELMO document cameras, PCs with Microsoft Office, Internet, DVD, CD, audio tape, cable television, and VCRs are part of the standard equipment. The Multimedia Training Classroom features 24 student workstations and the instructor’s computer, which can be projected to a screen.

Through state-of-the-art video conferencing capabilities, the Reynolds Center enables the Walton College to deliver programs to sites nationally or internationally using compressed or streaming video over the Internet. Accommodating 36 participants per room, distance education classrooms contain multimedia equipment including a remote-controlled camera, electronic whiteboard, and trained support personnel. A broadcast-quality television studio with three cameras, teleprompter, and virtual set capability is also available.
Donald W. Reynolds Center for Enterprise Development

July 1, 2009 - June 30, 2010 Stewardship Report
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   a. Sam M. Walton College of Business 2009-10 Annual Report
   c. University of Arkansas Foundation 2009-10 Annual Report
The mission of the Donald W. Reynolds Center for Enterprise Development is to provide an environment of state-of-the-art technology, exceptional facilities, and first-class services that support the delivery of programs focused on enterprise development, distance learning, and outreach alliances. The vision is to be the preferred choice destination among potential clients for special events, distance learning, and outreach programs in Northwest Arkansas. Clients include the Walton College, University of Arkansas community, and business community.

It is a choice destination for training events, guest speakers, special educational events, panel discussions, multimedia classes, and distance education classes. The Reynolds Center is operated and managed by the Center for Management and Executive Education.

### CLIENT USAGE

- Executive Education: 400.5 Hours
- Walton College Units: 1,356.5 Hours
- Business Community: 441 Hours
- University of Arkansas Units: 487 Hours
- Total Usage: 2,685 Hours

<table>
<thead>
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<th></th>
<th>Revenue</th>
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<td>2009-10</td>
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</table>

The Center hosted over 700 events for clients which included Arkansas Executive Forum; Becker CPA; Central States Manufacturing; CROSSMARK; Edward Jones; Finance Department’s guest speaker Noel Morris; George Washington Carver Project; Leonardo Academy; McKee Foods; Oracle; The Partnering Group; TransAmerica; Sam’s Club; Walmart Business Marketing Department, Executive Development, International, and University; University of Arkansas Athletics, Human Resources, Office of Advancement, Office of Development, Teaching and Faculty Center, SIFE, and Special Events; and Walton College departments and units.

Noteworthy events included:
- For the third year, Walmart International Presidential breakouts with over 1,100 participants from Argentina, Brazil, Canada, Central America, China, Chile, Japan, Mexico, Puerto Rico, Russia, and United Kingdom were hosted.
- Mathematical Sciences’ guest speaker was hosted.
- The Center hosted Information Technology (IT) day with approximately 350 students from across the state.
- The Women in IT conference was hosted.
- For the first time, Central States Manufacturing’s yearly staff training was conducted in the Center.
- Arkansas Institutional Research Organization (Office of Institutional Research) hosted the annual meeting for their state-wide research teams in the Center.
- For the second year, McKee Foods held their yearly operational meeting in the Center.
- Leonardo Academy conducted their annual training in the Reynolds Center.
- Walmart Marketing hosted their week-long training in the Center.
- TransAmerica hosted their training in the building.
OUTREACH INITIATIVES

Arkansas Business Hall of Fame

The Sam M. Walton College of Business founded the Arkansas Business Hall of Fame in 1999 to recognize Arkansans—by birth or by choice—who have been successful business leaders. It is designed to honor, preserve, and perpetuate the names and accomplishments of business leaders who have brought lasting fame to the state. Occupying a place of prominence in the Reynolds Center Atrium, inductees are memorialized with plaques, displays, and videos. Among these distinguished business leaders is Donald W. Reynolds Sr., who was inducted in 2000.

2011 INDUCTEES

<table>
<thead>
<tr>
<th>L. Dickson Flake</th>
<th>Donald G. Soderquist</th>
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<tr>
<td>Co-Founder and Former Managing Partner Colliers International</td>
<td>Former Senior Vice Chairman, Walmart Founding Executive, Soderquist Center for Leadership and Ethics</td>
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<tr>
<th>Wallace W. Fowler</th>
<th>Leland E. Tollett</th>
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<tr>
<td>Chairman and CEO, Liberty Bank of Arkansas Chairman and CEO, Fowler Foods, Inc.</td>
<td>Former Chairman and CEO, Tyson Foods, Inc.</td>
</tr>
<tr>
<td>Jonesboro, Arkansas</td>
<td>Springdale, Arkansas</td>
</tr>
</tbody>
</table>

Special Events

The 300-seat auditorium, atrium, and seminar rooms are excellent venues for student orientations, presentations by business leaders, special announcements, faculty and staff meetings, social gatherings, and networking events. Noteworthy activities included:

• Media Day focused on the international study programs available to Walton students. As a follow-up to the fall 2008 C3 panel discussion on the economic crisis, a panel of professors gave an update on the economic outlook for the area. Local and regional media outlets attended.

• Twenty-two students representing seven universities across the United States and Canada competed in the fourth American Collegiate Retailing Association Charrette.

• The sixth Women in IT Conference, “Connect, Collaborate, and Create,” targeted the four-state region. Lucy Sanders, CEO and co-founder of the National Center for Women and Information Technology, was keynote speaker.
OUTREACH CENTERS

Outreach centers support student learning by providing opportunities to interact with and learn from business professionals. The Centers fund scholarships, sponsor career fairs and educational events, and involve students in “real-world” business practices and research. Each provides activities and connections to business and industry.

Arkansas Small Business and Technology Development Center

The Arkansas Small Business and Technology Development Center strives to bring about significant economic impact by assisting businesses and entrepreneurs in operating profitable ventures. As an accredited member of a national program, the Center is a statewide delivery network in partnership with the U.S. Small Business Administration, University of Arkansas at Little Rock, other institutions of higher education, and additional key strategic alliances. The Center at the Walton College serves as a regional office of the statewide program, offering a comprehensive set of consulting and training services. This Center serves eight counties in Northwest Arkansas—Washington, Benton, Madison, Carroll, Newton, Boone, Searcy, and Marion.

EDUCATIONAL PROGRAMS

- 5 Small Business Strategies For Social Media
- 7 Steps To Small Business Success
- Generational Marketing
- Guerrilla Marketing/Small Business Marketing
- Human Resource Management
- Leveraging the Recovery Act For Your Bank and Community
- Maximizing Your Web Sites’ Potential
- Project Management for Entrepreneurs and Small Business Owners
- QuickBooks
- SBA Lender Training
- Starting a Business in Arkansas
- The Recovery Act: What’s In It for Small Business?
- Understanding Financial Statements
- What It Means To Be A Notary
- Early-Stage Venture Finance— Raising Capital to Fund Growth
- Facebook ABC’s for Business
- Growing Your Business in Tough Economic Times
- How to Write a Business Plan
- Inbox Impact: E-mail Marketing Through Constant Contact
- Identity Theft Solutions for Small Business Owners and Entrepreneurs
- Patents, Trademarks and Copyrights
- SmallBizU— an online program that includes twenty core topics on the 3M’s: Money, Marketing and Management
- SBA Loan Workshop
- Setting Up Social Media: Facebook Lunch and Learn
- Social Networking Success
- Tradeshow Marketing
- Web Page Design
- Owners and Entrepreneurs

In addition to speaking in the Walton College, School of Law, and Bumpers College, multiple one-hour seminars on business topics were presented at business expos sponsored by area chambers of commerce. Information on small business disseminated to the media resulted in articles in The Morning News, Arkansas Democrat-Gazette, and Northwest Arkansas Business Journal. Additionally, the Center became active in the social media market with both Facebook and Twitter accounts.

Five tools were used to improve consulting services.
- James J. Hill Reference Library— a comprehensive on-line business library
- Patents in Commerce— a tool structured as a complete system covering critical steps needed to launch a profitable innovation
- Profit Cents— software for analyzing financial performance and benchmarking with industry guidelines
- Inmatrix— a software package used to analyze financial performance
- Market Research
The Center partners with service area chambers of commerce and economic development organizations to provide educational opportunities and access to consulting services. A presence has been established at North Arkansas College to serve Harrison and surrounding counties of Boone, Marion, and Searcy. Territory development continued in cooperation with Forge.

Business students were integrated into client consulting activities, providing students with experiential education opportunities. Twenty students worked with ten clients to improve their marketing, finances, and management skills.

Significant accomplishments included:
- Confidential one-on-one counseling benefitted 244 clients with an average of 6.15 hours per case.
- Sixty-five educational programs were conducted for 675 participants.
- Twenty-four new businesses opened in the service areas.
- Clients obtained 27 loans totaling $8,287,000, which created 232 new jobs and saved 44.
Bessie B. Moore Center for Economic Education

The Center for Economic Education, established in 1978, was named to honor Bessie Boehm Moore. Moore founded the Arkansas Council on Economic Education and fostered its development into one of the preeminent councils in the nation. In the early years, she raised money, recruited the teachers, developed the programs, and conducted the workshops. She inspired and had a seminal influence on virtually everyone in economic education in Arkansas and much of the nation.

The mission of the Moore Center is to train and inspire teachers so that ultimately young people will understand the economic world in which they live. The Center serves the K-12 educational community, primarily through teacher education and curriculum development for Arkansas teachers and students and economic educators around the world. Development of economics, entrepreneurship, and personal finance curricula is a specialty. Materials are developed to fulfill state educational needs.

The Center provided economic education to Arkansas and the world by developing online personal finance professional development for Arkansas teachers; mentoring four South African economic educators on program development; and developing curricula and programs to support the high school economics course. Teachers repeatedly rate programs between 4.75 and 4.98 out of 5. Comments are always positive, such as “Best professional development I have attended in 25 years of teaching.” These reactions are due to program models developed by Dr. Moore that integrate content experts, business professionals, and activity-based lessons that simulate real world events. Programs and curricula were shared at state reading and social studies conferences and national economic education conferences.

Significant achievements included:
• Financial Literacy for Arkansas Teachers and Students, a new on-line professional development course on personal finance, was finalized.
• Economic Dimensions of Arkansas History curricula programs were developed.
• Arkansas History for Arkansas Students lesson, map activity, and game were presented at four professional development programs.
• “Economics Connections: A Conference for Secondary Teachers” educated secondary economics and consumer science teachers about the new economics course.
• A new website design was completed to house curricula materials.
• Over 500 Arkansas teachers received 4,516 hours of economics professional development through strategic partnerships with economic education providers, such as the Arkansas World Trade Center, Economics Arkansas, Federal Reserve Bank of St. Louis, Heifer International, Walton College units and centers, and area school districts.
• The Center directly or indirectly provided services to area educators valued at $76,025.
• Perhaps most notable is the new economics course now required for all Arkansas high school students. Center Director Rita Littrell served on the framework development committee to establish the content of the course. Programs and materials are currently being developed to train teachers to teach the course. This accomplishment could have significant impact on the future of the state of Arkansas.
Center for Management and Executive Education

The Center for Management and Executive Education (Executive Education) provides executive and other training opportunities for corporate and general public clients to enhance quality in leadership, management practices, strategic retailing, finance, consumer products, and supply chain management. Executive Education programs contribute to the University of Arkansas’ mission of being nationally competitive through these objectives:

- Building and enhancing cross-campus relationships through participation and faculty involvement,
- Developing synergistic relationships with organizations served by our programs and the Walton College,
- Creating and facilitating custom programs for nationally and internationally-recognized industry leaders.

An advisory council of business leaders, faculty, and outreach support was convened. Members include Arkansas Blue Cross Blue Shield, Walmart, Dillard’s, FedEx Freight, University of Arkansas Human Resources, Arkansas Department of Tourism, Washington Regional Medical Center, McKee Foods, Danaher Tool, J.B. Hunt Transport, Center for Retailing Excellence, Simmons Foods, Arvest Bank, MVI, Central States Manufacturing, and Walton College Management Department. Executive Education partnered with the Walton College Center for Retailing Excellence, Supply Chain Management Research Center, Information Technology Research Institute, and Center for Economic Education to create educational programs.

Programs were revitalized and new ones created to extend educational opportunities. The introspective, customized, experiential, holistic approach to education makes the programming unique. After needs assessment of customer organizations, programs were designed and created by experts. Working with accounting, finance, management, marketing and logistics faculty, programs delivered to over 1,100 individuals from more than 80 organizations, generated over $357,443 in revenues.

<table>
<thead>
<tr>
<th>CUSTOM IN-COMPANY PROGRAMS (number presented)</th>
<th>OPEN ENROLLMENT PROGRAMS (number presented)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisory Leadership Program (4)</td>
<td>Managerial Leadership (2)</td>
</tr>
<tr>
<td>Replenishment (4)</td>
<td>POS and Demand Forecasting (1)</td>
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<tr>
<td>Fundamentals of Project Management and Risk Management (5)</td>
<td>Emerging Leaders (2)</td>
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<tr>
<td>Walmart Leadership Academy (1)</td>
<td>Walmart Sustainability Supplier Assessment (1)</td>
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<td>Sustainability Leadership Workshop (1)</td>
<td>Disney Keys to Excellence (1)</td>
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<td>Employment Law for Managers (1)</td>
<td>Faith and Spirituality (1)</td>
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<tr>
<td>Executive Forum (2)</td>
<td>Appreciative Inquiry (1)</td>
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<td>Advance Merchant Finance (3)</td>
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<td>Making Change Happen (1)</td>
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<tr>
<td></td>
<td>Leadership and Sustainability in the Emerging Chaos (1)</td>
</tr>
</tbody>
</table>

Strategic initiatives include:

- Hiring a full-time business development and marketing coordinator to focus on increasing revenue,
- Rebranding marketing and course materials,
- Beginning strategic planning and benchmarking process that will lead to appropriate revenue targets and other goals.
COLLABORATIVE TECHNOLOGIES AND MEDIATED LEARNING

Technology supported credit and non-credit instruction. The technology staff provided and maintained:

- Classroom learning technologies that represent the best-of-class in the context of business faculty’s requirements for instruction—credit and non-credit, on-site and distance. This includes Blackboard, the learning/course management system, and instructional laboratory technology including “smart classroom” hardware (AV, H-ITT, controls, etc.) and software.
- Soft click option for H-ITT classroom response system to increase usage and lower student costs. Fall 2009 and spring 2010 yielded 700 users. Not previously utilized in a summer session, summer 2010 reported 175 users.
- Large-scale academic computing platforms (z890 and z900 mainframe, Teradata, SAP, and Microsoft Sequel Server Enterprise systems) and real-world academic data sets used on these platforms.
- Technology assistance for campus departmental events, including Human Resources, Center for Business and Economic Research, and High Performance Computing Center.
- Multimedia production and video duplication to supplement instruction in academic programs both nationally and on a global scale.
- Video, internet, and audio conferencing for all departments.
- Over 75 individual audio and videoconferencing-related requests to reduce travel and budget costs.

Sandy Kizer, Technology Director, completed her third year on the board of Technology in Business School (TBS) Roundtable, an Association to Advance Collegiate Schools of Business (AACSB) affiliate. Its mission is to meet unique information technology challenges faced by AACSB-accredited business schools and colleges by fostering collaboration among the technology leadership. She also served on the 2010 Educause Southwest Regional Conference program planning committee.

Multimedia Support Center

Mediasite Live (MSL) equipment was used to access guest speakers and programs online, with an emphasis on “live” delivery. Over 352 new presentations were uploaded to the MSL format, including guest speakers, special events, campus-wide training, and online classes. With over 12,000 viewings of the videos on MSL, April 2010 was the most active with 1,646 viewings. This year 174 people viewed live presentations; the most watched was T. Boone Pickens with 381 views.

Another lecture capture utility, Echo360, was used to deliver additional accounting classes (ACCT 5463) once a week in spring 2010. Six classes were recorded for audio podcasting and delivered in Blackboard by five faculty. Extensive technology support was also provided for credit and non-credit instruction.
**Instructional Design**

Through collaboration with faculty and subject experts, the Instructional Design team enhances educational excellence and stimulates learning and innovation. Goals are to deliver quality materials based on sound instructional design principles; assist the development and implementation of procedures to assess student learning; and organize and disseminate information on skills, tools, technology, and techniques that improve teaching and learning. Designers are involved in curriculum development, both at the undergraduate and graduate levels, as well as serving the needs of outreach centers for non-credit offerings. Working with faculty, resources and workshops were developed to assist with the integration of technology into both blended and traditional classes.

Significant accomplishments included:

- Course development for master’s degree programs included design changes to blended delivery format for the Professional Master in Information Systems program and online updates to Blackboard for MBA and Managerial MBA courses.
- Undergraduate program projects included “Business Strategy and Planning: Core Capstone” class, design restructuring of “Acquiring and Managing Financial Resources,” and online structure of cds for Core classes conducted at Northwest Arkansas Community College.
- Outreach center projects included website design, certificate program marketing materials, moderating a MediaSiteLive (MSL) presentation, and preparing a Power Point for delivery at St. Mary’s Hospital by the Tyson Center for Faith and Spirituality in the Workplace. Assistance was also provided to Claudia Mobley, director of the Center for Retailing Excellence, in preparing her “Vital Voices” presentation.

The collaborative process between instructional designers and faculty during curriculum development and integration of new technologies and techniques help provide business students with a rich, meaningful experience.

**Web Site Development and Enhancement**

Web services staff continued the redesign of Walton College websites and migration to the University’s content management system (CMS), RedDot. Since there are 24 websites which the team manages, the project is ongoing.

The team provides the entire business campus with all technological resources necessary for academic and research efforts. Maintaining researchers’ efforts within a secure computing environment is a significant goal. This year saw investments in a new disaster recovery system. Partnering with University of Arkansas’ computing department, CommVault’s backup solution using Dell’s hardware for disaster recovery was purchased. This new system allows for de-duplication and efficient management of backups of virtualized environments.

Over 60 percent of technology funds were dedicated to the acquisition of data specifically for Walton College researchers. A wide assortment of electronic resources has been made available to both the quantitative and behavioral approaches to academic research.

All faculty and staff office equipment are now on a four-year replacement schedule. And, while critical to the overall technology strategy, the most important piece of the Walton College technology solution remains the hiring and retention of quality IT personnel.
The Donald W. Reynolds Center for Enterprise Development, located adjacent to the Business Building on the University of Arkansas campus, was dedicated in February 1999. This state-of-the-art building was constructed and equipped with a $6.78 million grant from the Donald W. Reynolds Foundation. At the time, this was the largest gift in the College’s history. The Center is devoted to the Sam M. Walton College of Business’ commitment to serving Arkansas and the world.

Donald W. Reynolds Sr. created the Donald W. Reynolds Foundation in 1954 to provide grants to non-profit civic, charitable, cultural, educational, and health organizations. After his death, the Foundation received from his estate a substantial bequest which positioned it as one of the largest independent foundations in the nation.

Reynolds was among the first to recognize the value of growth potential of communications companies in small-to-medium sized markets. The son of a door-to-door salesman, he was truly a pioneer in the American communications industry.

His career began at the age of 10, pocketing a half-cent for each newspaper he sold on the street in Oklahoma City. As a 21-year-old entrepreneur, he purchased his first newspapers in 1940. Reynolds spent the rest of his life reporting the news and pursuing media properties.

Value

An accounting of the endowment funds for the fiscal year beginning July 1, 2009, and ending June 30, 2010, is included. The combined market values of the endowment accounts as of June 30, 2010, total $1,377,821. Balances in the spending accounts total $426,520, bringing total funds (endowment and spending accounts) to $1,804,341.

Expenditures

After receiving a request from the Reynolds Foundation in March 2009 to cease distributions from the funds, the College expended no additional funds, with the exception of those previously committed. Since a previous year’s renovation project completed under budget, excess funds totaling $7,134 were returned to the fund. Distributions are not being made from the endowment into spending accounts.
**Maintenance Endowment**

In agreement with the Reynolds Foundation, an endowment, equaling 20 percent of the grant, was raised for the perpetual maintenance of the building. Earnings are used for capital improvements and maintenance. As of December 31, 2001, the commitment of $1.5 million for the maintenance endowment was fulfilled. Seven donors contributed to the endowment.

<table>
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<tr>
<th>DONOR</th>
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<tr>
<td>Walton Family Charitable Support Foundation</td>
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<td><strong>Total</strong></td>
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</table>
Since the 2005 rankings, *U.S. News & World Report*’s “America’s Best Colleges” has ranked the Walton College in the top 25 public business programs, as well as in the top 45 public and private business schools.

*U.S. News & World Report* ranked the undergraduate supply chain management program 9th among public programs, up from 11th in 2009.

*U.S. News & World Report*’s “America’s Best Graduate Schools” ranked both the full-time MBA and part-time Managerial MBA programs 25th among the nation’s public graduate programs.

The supply chain management and logistics specialty tied for 15th among public graduate programs and tied for 23rd among all programs.

*Business Week* ranked the Managerial MBA program 26th among public MBA programs. The Walton College program ranked 1st among SEC schools.

The *Public Accounting Report*, an independent newsletter of the accounting profession, ranked the accounting program 9th in its 2009 Top Undergraduate Programs—Group II (midsize) category and 10th in its Top 25 Graduate Programs—Group II category.

The University of Texas–Dallas World Ranking of Business Schools Based on Research Contributions 2009-2010 ranked the Information Systems Department 2nd worldwide for research publication activity in the top two information systems journals—*MIS Quarterly* and *Information Systems Research*. 